THE GREAT TRAVEL DEPRESSION SOCIAL MESSAGING

The coronavirus pandemic has had a devastating impact on the travel industry, with new analysis finding travel unemployment today is double the worst year of the Great Depression. Use these sample posts and graphics to amplify the need for immediate relief and stimulus measures for the industry on your social media channels.

GENERAL

Travel-related jobs losses represent 38% of ALL unemployment through Q2. The only way to restore the economy is to restore the travel industry.

Overall travel industry unemployment is double that of the Great Depression. Travel will play a critical role in rebuilding America’s workforce, but the industry needs relief NOW to help put Americans back to work.

While the economy is in the midst of a recession, the travel industry is in a DEPRESSION. Support travel’s economic recovery and help restore America’s workforce.

Nearly 40% of all job losses through Q2 have been travel-related. The travel industry needs immediate relief—the livelihoods of millions of Americans depend on it.

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ADVOCACY

Find Twitter handles for your members of Congress here or add the handles for Congressional leadership (@senatemajldr, @SenSchumer, @SpeakerPelosi and/or @GOPLeader).

38% of ALL job losses through Q2 were from travel-related jobs. @CONGRESSIONALHANDLE, the only way to restore the economy is to restore the travel industry. Learn how you can help put Americans back to work ➡️bit.ly/TravelPriorities

Travel industry unemployment is already double the nationwide unemployment during worst year of the Great Depression. @CONGRESSIONALHANDLE, help bring these jobs back by modifying the #PaycheckProtectionProgram and incentivizing a safe restart of travel.

While the economy is in the midst of a recession, the travel industry is in a DEPRESSION.

The travel industry—with 83% of businesses considered #smallbiz—has been devastated by the coronavirus pandemic. @CONGRESSIONALHANDLE, safely bringing back travel will bring back American jobs. Learn how ➡️bit.ly/TravelPriorities

While the economy is in the midst of a recession, the travel industry is already in a depression. @CONGRESSIONALHANDLE, help millions of Americans get back to work by supporting measures to incentivize and safely restart the travel economy ➡️bit.ly/TravelPriorities

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Travel has been an economic driver for communities nationwide, including **STATE** where visitors spent $XX last year. Now, **STATE** is seeing a **XX%** decline y/y. @CONGRESSIONALHANDLE: support safe measures to get travel going—and Americans back on their feet.

Overall travel industry unemployment reached 51% in April—double the worst year of the Great Depression. @CONGRESSIONALHANDLE, travel supported **XX** people in **STATE/DISTRICT** who now are out of work. Learn how you can help bring back jobs ➡ bit.ly/TravelPriorities

View the weekly state-by-state data since March 21 [here](#) or find the 2018 economic impact of the travel industry in your state or district [here](#).

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